

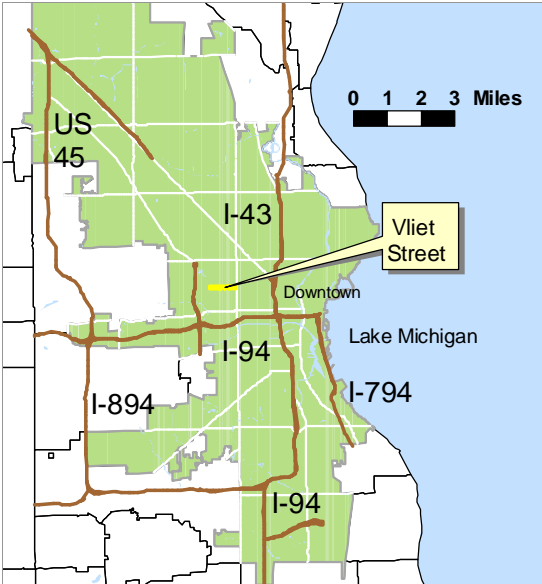


This KFC is ideally located in a commercial node at the intersection of 35th & Vliet.

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Vliet Street 27th to 43rd Streets

Vliet Street is comprised of a commercial node of mostly national retail at the intersection of 35th & Vliet, and smaller local retail, including a bakery, hair salon and rug store. The district is anchored on the west end by Washington Park, one of

Milwaukee's most beautiful urban parks, and site of a variety of summer and winter activities. It is adjacent to the Harley Davidson Motor Company, one of Milwaukee's most famous businesses, and a major investor in the neighborhood.

Residential Characteristics

From 35th & Vliet	1/2 Mile	1 Mile	2 Miles
Population	11,122	34,927	110,416
Density	9,799	11,496	8,816
Households	3,611	12,311	38,893
Owner Occupant	57.4%	59.6%	64.6%
Under 25	51.9%	50.8%	49.7%
% 25–44	26.2%	28.2%	27.9%
% 45–64	14.9%	15.6%	15.6%
% Over 65	7.0%	5.5%	6.9%
Average Household Income	\$27,277	\$28,348	\$33,339
Total Household Income	\$97,404,600	\$349,614,400	\$1,291,469,200
% African-American	62.8%	65.1%	55.8%
% Asian	14.6%	9.2%	5.1%
% White	13.1%	16.8%	29.0%
% Hispanic Origin	5.3%	5.4%	7.2%

Sources: 2000 US Census, City of Milwaukee Assessor,

Employees and Visitors

MAJOR TRAFFIC GENERATORS

National Retail (representative)

Family Dollar
 Jackson Hewitt
 KFC
 Shell

Stoeman's Variety Outlet
 TM Fuchs Heating

Harley Davidson Motor Company
 Over 1,000 employees

Local Retail (representative)

Bahamian Rugs
 Eat Cake
 Hmong American Museum & Gift Shop
 J & D's Record & Gift Shop
 K-9 Professional Dog Grooming
 Milwaukee Nuts Company

Washington Park

Designed by Frederick Law Olmsted
 138 acres
 Ice skating, swimming pool, bandshell concerts, community center.

Traffic & Transportation

- 2 Miles from Downtown Milwaukee
- Access from US 41 at Lloyd Street and Garfield Avenue exits.
- 24 Hour Traffic Counts:
 - 35th & Vliet
 - NS: 14,450 vehicles daily
 - EW: 13,450 vehicles daily
 - Highland Blvd. & Vliet
 - NS: 7,000 vehicles daily
 - EW: 12,600 vehicles daily
- 6 buslines with average weekday ridership of 44,477 passengers.



Vliet Street has several architecturally distinctive historic buildings. (left).

This gas station (right) serves customers who own many of the 12,000 registered vehicles in its zip code.



Local Investments



A partnership between the City of Milwaukee, Habitat for Humanity, West End Development Corporation, Neighborhood Improvement Development Corporation, and Harley Davidson, Inc. has resulted in investment of nearly \$1 million since March of 2002. Investments included wrought iron fencing near the Harley-Davidson campus (above) and the new construction of eight single family homes.

Retail Rents

\$7–\$12/ sq. ft. nnn

Eat Cake (right) is a new bakery/café across the street from Washington Park.

